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# Farm Broadcasters Letter



Letter No. 2193

December 20, 1984

## SOYBEAN PRICES

U.S. soybean prices registered a decline from the Oct. level despite the reduction in the Nov. U.S. soybean production estimate, and uncertainty regarding possible additional field losses due to unfavorable weather that delayed the harvest. According to the U.S. Department of Agriculture, meal prices in Nov. continued to drop reflecting reduced domestic livestock and poultry inventories and sharply reduced meal exports. Exchange rate price pressure was relaxed somewhat in Nov. as the value of the U.S. dollar declined slightly. This was the first decline in the value of the U.S. dollar since March.

## CHINESE CORN IN S. KOREA

South Korean feed millers and corn processors have purchased over 600,000 tons of Chinese corn in the past six months, and purchases of non-U.S. origin feed grains are expected to continue in 1985, according to the U.S. Department of Agriculture. In most Korean tenders since June, Chinese corn was priced about \$6-\$13 below corn offered from the United States. Korea has stated its desire to diversify the source of its commodity imports, as evidenced by substantial purchases of Australian feed wheat, and corn from Thailand and Vietnam.

## INDIA WHEAT TO USSR

An agreement between India and the Soviet Union for the supply of 500,000 tons of wheat to be delivered in 1985 was signed this week as part of a trade protocol, according to the U.S. Department of Agriculture. The price and shipment schedule are not yet known, but it is known that the Soviet expressed an interest in buying much more than the agreed quantity. It's believed the Indian government was reluctant to increase the quantity until 1985 production prospects are better known. India's wheat exports in 1984/85 (July-June) are forecast at 1 million tons.

## AMERICA'S EATING HABITS

The U.S. consumption of food in 1983 rose 3 pct. over 1982's level to a record high, according to a report by the U.S. Department of Agriculture. While food consumption per capita increased only 7 pct. over the last 16 years, the mix of foods consumed changed considerably from 1967 to 1983. The fastest rising food groups were poultry and vegetable fats which increased 46 and 43 pct., respectively. Fish consumption increased 20 pct. Fresh fruit and vegetable consumption also rose. Coffee consumption declined to 22 pct. below 1967. Eggs and animal fats decreased by 19 and 21 pct. (For more information, call Karen Bunch, 202/447-6860.)

1984  
YEARBOOK  
OF AG.

The 1984 Yearbook of Agriculture, titled "Animal Health--Livestock and Pets," was released by the Sec'y of Agriculture, John R. Block, on Dec. 20. The 688-page hardback has 87 chapters, 32 pages of color photos and more than 300 black and white photos. The book has sections on raising backyard poultry and pet birds, cattle, sheep and goats, swine, fish, dogs and cats, rabbits and other small animals and horses. Copies are \$10 each, from the Superintendent of Documents, U.S. Gov't Printing Office, Wash., D.C. 20402. Copies will also be on sale at government bookstores in many cities. Each Member of Congress will have limited copies for public distribution.

U.S. TRADE

U.S. agricultural exports were \$2.9 billion during Oct. 1984, 10 pct. below the previous Oct., according to the U.S. Department of Agriculture. The decrease was mainly due to sharp declines in soybean and soybean meal exports. U.S. agricultural imports during Oct. were \$1.7 billion, 11 pct. above Oct. 1983. The Oct. agricultural trade surplus was \$1.2 billion.

WORLD OILSEED  
SUPPLIES

The estimate of world oilseed production in 1984/85 remained essentially unchanged from a month ago at 184.6 million tons, according to the U.S. Department of Agriculture. World soybean production remains at 90.2 million tons. Production of oilseeds other than soybeans crept up to 94.5 million tons. World supplies--production plus carryin stocks--remain 7 pct. greater than a year ago.

U.S. OILSEED  
ASIAN MARKETS

Six Asian countries--Indonesia, Malaysia, the Philippines, Korea, Japan and Taiwan--account for nearly one-quarter of U.S. oilseed and product exports, and are major and growing markets for theseproducts, according to the U.S. Department of Agriculture. Oilseed demand in the region is based almost entirely on increasing consumption of protein meals and food grade soybeans. Soybeans account for 90 pct. in value of U.S. oilseed and product exports to this selected Asian region, and are one of the most important items to every country in the group except the Philippines. U.S. exports of soybean meal to the Philippines totaled \$60.1 million in FY 1984.

SALT &  
POTASSIUM  
INTAKE  
ASKEW

A one-year study of 28 men and women found that they ate too much table salt--sodium chloride--and not enough potassium, according to a scientist of the U.S. Department of Agriculture. The research suggests an adult may risk developing high blood pressure if the sodium-potassium ratio stays askew. People who consume a high level of potassium in diets excrete more sodium. When individuals eat a higher level of sodium in relation to the potassium, they may retain excess sodium in fluids surrounding cells in the body. But an excess of potassium as well as sodium may be harmful. While most foods contain some potassium, fresh fruits and vegetables are among the best sources.

PORK GRADE  
STANDARDS

The U.S. Department of Agriculture announced the revision of U.S. standards for grades of barrow and gilt carcasses and slaughter barrows and gilts, effective Jan. 13. The revised grades will simplify the application of the standards, more accurately reflect actual yields of lean cuts, and more evenly distribute carcasses among several grades. These results will be achieved by basing the grade on the backfat thickness over the last rib, with an adjustment up or down for superior or inferior muscling. (For further info., write: Standardization & Review Branch, rm. 2649-S, AMS, USDA, Wash., D.C. 20250. Or call 202/447-4486.)

FROM OUR TELEVISION  
SERVICE

"FAS Buyer Alert Program"....Jim Sayre with USDA's Foreign Agricultural Service discusses this new program designed to increase exports of processed, "high-value" and "value-added" foods. Jim Johnson interviews. (276)

"AIMS Update"....Jim Sayre with USDA's Foreign Agricultural Service talks about "AIMS," or the "Agricultural Information and Marketing Service," and the types of programs it offers. Jim Johnson interviews. (277)

"Cattle Scabies"....Dr. Kenneth Hook with USDA's Animal and Plant Health Inspection Service talks about the contagious skin disease--scabies--and how to detect it. DeBoria Janifer interviews. (278)

"Saving on Machinery Costs"....Royce Hinton with the University of Illinois takes a look at the increase in farm machinery costs, and what farmers can do to alleviate these costs. Gary Beaumont interviews. (279)

"Highly Leveraged Farmers"....Royce Hinton, University of Illinois, takes a look at some of the problems being faced by farmers today, especially the high leveraged farmer. Gary Beaumont interviews. (280)

WORLD COTTON  
PRODUCTION

The world cotton production in 1984/85 is estimated at a record 80.9 million bales, slightly above last month's forecast, and 13.5 million above 1983/84, according to the U.S. Department of Agriculture. Prospects for both the U.S. and foreign countries are marginally above Nov. indications. The U.S. crop is placed at 13.4 million bales, 1 pct. above a month earlier, and sharply above a year ago, reflecting a 41 pct. larger area and a 22 pct. higher yield. Boosted by China's very large crop of 25.3 million bales, production outside the U.S. is projected at a record 67.5 million, slightly above a month ago, and nearly 8 million above 1983/84.

HIGH-PROTEIN  
RICE FLOUR

A new rice flour, developed by the U.S. Department of Agriculture, is three times richer in protein than standard rice flour and could help improve child nutrition overseas. The new flour, called CHP-rice flour, contains 25 pct. protein, compared with 8 pct. for standard rice flour. The high protein rice is made by adding an enzyme used in the food processing industry to a rice flour solution that's been heated and then cooled.

WORLD COTTON  
SITUATION

The world 1984/85 cotton consumption forecast of 69.6 million bales is little changed from the Nov. report and remains modestly above last year's mill use estimate, according to the U.S. Department of Agriculture. The largest increases in mill use over 1983/84 are projected in several major foreign cotton exporting countries--China, the Soviet and Pakistan. Consumption prospects in net importing countries show only a slight increase this season. The forecast U.S. mill use is unchanged from last month at 5.3 million bales and reflects a decline of 10 pct. from 1983/84 primarily due to heavy imports of textile products.

SALUTE TO  
MUSHROOM  
PICKERS

Mushroom production in the U.S. reached a new record high 562 million pounds during the 1983/84 marketing season, according to the U.S. Department of Agriculture. This is 14 pct. higher than 1982-83, and 9 pct. above the 1981-82 crop. The value of the 1983-84 crop was a record high \$486 million, up 13 pct. from the 1982-83 season. Growers received an average of 86.6 cents per pound compared with 87.9 cents the previous season.

OFF MIKE

Dink "Colonel" Embry (WHOP, Hopkinsville, KY) is back on the air doing his two early morning shows but maintaining an easy schedule beyond that. As many of you know, Dink suffered a heart attack October 19. He was in the hospital until November 5, then went home for recuperation. He went back on the air the first part of December. As he pointed out when we talked with him on the phone, "Be sure to tell everyone 'Merry Christmas' for me." So, consider it done. Also, Dink says he has an assistant now. His name is Jimmy Burks ... Layne and Virginia Beaty are headed west for their annual sojourn in California. After January 1, their new address will be Apt. 610, 1552 Camino del Mar, Del Mar, CA 92014. Their phone number will be 619-755-6512 ... Orion Samuelson (WGN, Chicago, IL) stopped by the office for a few minutes this week while waiting for his appointment to interview Sec'y Block for his annual year end wrap up television show ... Ed Rider (Dir., Agri Relations, Amer. Trucking Assoc., Washington, D.C.) called to report a change in their headquarter's location. They are now at 2200 Mill Rd, Alexandria, VA 22314. Ed's new phone number is 703-838-1856 ... If you haven't seen it yet, grab a copy of the December 17 BROADCASTING magazine. That's the issue with the article on farm broadcasting. A goodly number of farm broadcasters are quoted and pictured ... If you watched 60 MINUTES ON December 16, you saw NAFB'er Wally Laird (WRIN/WLQI, Rensselaer, IN) conducting an interview as part of a 60 MINUTE segment ... As we write this, we can see activity on the Mall in preparation for the official unveiling of the YEARBOOK OF AGRICULTURE. There's to be quite an event in a heated tent involving U.S. Park Service Mounted police, a dog herding sheep, etc. The Yearbook is entitled, "Animal Health - Livestock and Pets." If you would like a free, review copy, let us know. Our address and phone number are on the front page of this newsletter. Add "Room 410A" to the address to expedite mail delivery ... No newsletter next week, so we'll have to delay the pork belly jokes (?) until next year.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1438... (Weekly 13½ min documentary) Some people are calling 1985, "the year of decision," for agriculture. It's the year Congress must create new farm legislation that will affect everyone in the country. Gary Crawford samples some opinions on just what the new farm bill may contain.

AGRITAPE/FARM PROGRAM REPORT #1427... (Weekly reel of news features) USDA news highlights; Avian influenza--the price effects; New approaches to agricultural research; Poultry pecking away at beef; Details of dairy promotion referendum.

CONSUMER TIME #920... (Weekly reel of five 2½-3 min features) Buying wood--the terminology; Fighting nutrition quackery; A diet-hyperactivity link?; Little nutrients--big job; Food trends.

USDA RADIO NEWS SERVICE... Wed, Dec. 26, Crop and weather update; Mon, Dec. 31, Agricultural prices; Thurs, Jan. 10, Vegetables; Fri, Jan. 11, U.S. crop production, World ag supply & demand, and Turkey hatchery reports. Dial the USDA National News Lines 202/488-8358 or 8359. All material changed at 5 p.m. EST each working day.

  
JAMES L. JOHNSON  
Chief, Radio-Television Division